Broadcasting Dec 3

Reaching over 117,000 readers every week — 60th Year 1990

TELEVISION / 45
NBC News is prime time series player; PBS 'unfunds' programs

RADIO / 56
Another AM enters all sports race; wrapping up 1990

CABLE / 39
Western Cable Show: The coming explosion in channel capacity

BUSINESS / 69
Ad agencies face economic downturn

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Tanii of Matsushita/MCA / Page 35

THIS WEEK

35 / THE SELLING OF HOLLYWOOD

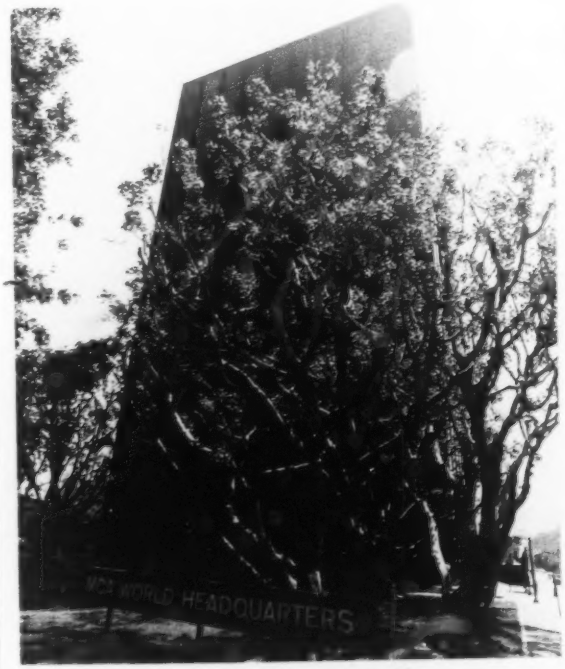
Last week's $6.59 billion acquisition of MCA by Matsushita Electric Industrial Co. is the largest purchase of an American company by a Japanese firm to date. The merger also increases foreign ownership of Hollywood and gives the networks another example of how the financial interest and syndication rules prevent them from competing on a level playing field. The $66 per share price for MCA came after two months of intense negotiations. With MCA on board, Matsushita hopes to merge its hardware with MCA's software. MCA also hopes to take advantage of growing program needs abroad. Because federal rules prohibit foreign ownership of TV properties, MCA will spin off WWOR-TV New York to shareholders and will become a publicly traded standalone company.

38 / FIGHT OVER INDECENCY

New York-based Infinity Broadcasting is vowing not to pay the FCC's tentative fine of $6,000 against the company for an allegedly indecent broadcast over three radio stations nearly two years ago by air personality Howard Stern. Infinity says it will fight it all the way to the federal courts if necessary.

39 / CABLE INDUSTRY ROUND UP

Industry leaders participating in the Western Cable Show's opening session describe a 100- to 200-channel world that would give cable advantage over DBS and a shot at revenues now collected by home video and telephone companies.



Matsushita buys MCA (page 35)

40 / FCC'S TURN

The National Cable Television Association will try to stall expected federal legislation reregulating cable next year—at least until the FCC has had a chance to allay concerns about rising cable rates with a new regulatory scheme of its own, said NCTA President James Mooney.

43 / CHANGING TV

Pay per view will not only alter the face of television, but make cable and other technologies—including DBS—stronger in the process, according to Robert Wussler, president and chief executive officer, Comsat Video Enterprises. He was among executives examining PPV during the Cable Television Administration and Marketing Society's 1990 PPV conference in Anaheim, Calif., last week.

43 / DIFFERENT PERSPECTIVES

Pay per view networks and standalone PPV channels demonstrate their respective differences during CTAM's 1990 PPV conference.

45 / TOUGH DECISIONS

As a result of "some very difficult decisions," said Public Broadcasting Service's John Grant, PBS's newly centralized National Programing Service has decided to cut funding on four shows currently on the air, including two long-running children's programs, *Wonderworks* and *Newton's Apple*. PBS said the money saved will be used to develop new programing for noncommercial television.

45 / NBC PRIME TIME NEWS

NBC News, which has not had a prime time series on the network in four years, will produce a one-hour Sunday night block featuring former *Today* show anchor Jane Pauley and the hard-hitting investigative team of Brian Ross and Ira Silverman. The division is hoping *Real Life with Jane Pauley* and *Exposé* will reinforce the network's news presence.

52 / SWEEPS RESULTS

The November sweeps was the most hotly contested sweeps battle in years. One rating separated first place NBC from third place CBS. Although NBC won, the network was off 13% in ratings from a year ago. ABC was second and 2% off its mark from last year. CBS was a close third, and roughly flat from a year ago.

55 / FAMILY STYLE

Hearst Broadcasting and Heinz USA are collaborating on a new syndication program package exploring the American family, called *Family Works!*. The package contains a series of dramas, documentaries and vignettes that will all be produced by Hearst-owned WCVB-TV Boston.

56 / NEW DIGS

The Rick Dees Weekly Top 40 countdown program will be distributed by Wally Clark Productions in 1991, moving from Unistar less than a year after moving from DIR Broadcasting.

56 / ALL SPORTS

Noble Broadcasting is targeting the lucrative Southern California adult male demographic with all sports radio on XETRA(AM) Tijuana (San Diego). The station takes a cue from three predecessors in the format.

57 / HOLIDAY AIR WAYS

Year-end programing from radio networks and syndicators is offering a mix of 1990 retrospectives, sports wrap-ups, best-of countdowns and holiday music.

62 / MGM-PATHE PACKAGE

London's Super Channel, a general interest entertainment channel reaching more than 20 European countries, has signed a $59.1 million deal with MGM-Pathe for the rights to an MGM program package that would include films from that portion of the MGM library controlled by Pathe, as well as original telefilms and series.

Ted Turner and Robert Wussler at Western Cable Show (page 39)

66 / UHF DISPUTE

The Association for Maximum Service Television (MSTV) is preparing an FCC filing objecting to a request by Strother Communications Inc. (SCI) for temporary licenses to test digital audio broadcasting over the UHF-TV band, channels 14 and 40 in Washington and channels 15 and 32 in Boston. MSTV says that UHF tests are unnecessary because those frequencies must be preserved for high-definition television.

69 / HUNKERING DOWN

Uncertainty about how the crisis in the Middle East will be resolved, fear of recession at home and a soft retail market have caused both analysts and advertising agencies to lower their fourth quarter projections. Advertising executives always emphasize that it is during a recession that companies need to advertise the most to maintain market share. But if that message fails to have any impact, the agencies will probably have to slim down and lay off employes.

74 / STAYING THE COURSE

FCC's proposed satellite television station policy was unenthusiastically received by broadcasters. Most of those who filed comments last week wanted the commission to maintain its current case-by-case approach. Anchor Media, NAB, INTV and others said the current system has proved effective over the years.

76 / NAB'S NEW DIARY

The NAB unveiled its new personal viewing diary that it hopes will replace the system currently used by Nielsen and Arbitron. NAB says television rating services miss at least 2%-3% of the viewing audience because many viewers are watching outside the home. NAB has an adult and children's versions of the diary and will test two versions of each. One asks for time and channel viewed; the other asks also for the program title. The NAB says that a higher rate of return is expected when the title is not requested. Testing is expected to begin next May.

95 / LOCAL LEADER

Dennis FitzSimons, vice president and general manager of Tribune Broadcasting's WGN-TV Chicago, has helped polish Tribune's flagship station with a strong lineup of news, sports and syndicated movie packages.

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PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$615,000** □ **2**
FM's □ **$11,150,000** □ **2**
AM-FM's □ **$375,000** □ **1**
TV's □ **$8,000,000** □ **3**
Total □ **$20,140,000** □ **8**

Year to Date:

AM's □ **$95,443,905** □ **351**
FM's □ **$473,717,261** □ **227**
AM-FM's □ **$350,900,227** □ **203**
TV's □ **$827,676,900** □ **88**
Total □ **$1,747,738,293** □ **769**

For 1989 total see Feb. 5, 1990 Broadcasting.

$6.85 million cash at closing and $750,000 escrow deposit. **Seller** is headed by Ed Ponger, Ron Kayes, Carl Martin, Leo Wotitzky and Don Clark, and is permittee of WEUX(TV) Chippewa Falls, Wis. **Buyer** is headed by Mitchell A. Labert, Gordon F. Van Dreel, Floyd L. Meyer, James L. Schneider, and has no other broadcast interests. WLAX is independent on ch. 25 with 501 kw visual, 50.1 kw aural and antenna 1,000 feet above average terrain. WGBA is independent on ch. 26 with 2,510 kw visual, 251 aural and ant. 1,229 ft.

WINM(TV) Angola, Ind. ■ Sold by Tri-State Broadcasting Corp. to Tri-State Christian TV for $400,000 cash at closing. **Seller** is headed by Paul E. Paino, and Paul C. and Phillip C. Paino, his sons, and has no other broadcast interests. **Buyer** is headed by Garth W. and Christina Coonce, husband and wife, and is licensee of WTCT(TV) Marion, Ill.; WAQP(TV) Saginaw, Mich., and WNYB-TV Buffalo, N.Y. WINM(TV) is independent on ch. 63 with 5,000 kw visual, 500 kw aural and ant. 499 ft.

WJDB-AM-FM Thomasville, Ala. ■ Sold by WJDB Radio Inc. to Griffin Broadcasting Corp. for $375,000. Price includes $95,000 cash at closing, $5,000 deposit and $275,000 10-year promissory note at 10%, of which $125,000 is for five-year noncompete covenant. **Seller** is headed by Cecil E. and Percey T. Goodreau, husband and wife, and has no other broadcast interests. **Buyer** is headed by W. Ivey Griffin. WJDB(AM) has country format on 630 khz with 1 kw day. WJDB-FM has country format on 95.3 mhz with 3 kw and ant. 300 ft.

KBYE(AM) Oklahoma City ■ Sold by L. Win Holbrook to SCI Inc. for $315,000. Price includes $280,000 cash at closing and $35,000 deposit. **Seller** is bankruptcy trustee, and has no other broadcast interests. **Buyer** is headed by Charles C. Freeny III and James P. Freeny, brothers, and Jeffrey Bodley, and have interests in KT7OX, an LPTV in Oklahoma City. KBYE has religious format on 890 khz with 1 kw day.

KRGE(AM) Weslaco, Tex. ■ Sold by Sunbelt Radio Group Inc. to Christian Ministries of the Valley for $300,000. Price includes $100,000 earnest money deposit and $200,000 seven-year promissory note at 2%. **Seller** is headed by Richard N. Lea, Dain Schult, Martin T. Gatins and Jo Ann Waddell and is licensee of KRRG(FM) Laredo, Tex. **Buyer** is headed by Elias, Eli and Enrique Garza, all brothers, and Andrea Garza, wife of Elias, and have no other broadcast interests. KRGE is fulltimer and has oldies format on 1290 khz with 5 kw.

KOZN(FM) Imperial, Calif. ■ Sold by KOZN FM 99 Ltd. to Acacia Amusement Corp. for $250,000. Price includes $215,000 cash at closing and $35,000 escrow deposit. **Seller** is headed by Richard M. Kipperman, bankruptcy trustee, and has no other broadcast interests. **Buyer** is headed by Alfonso C. Pena and Aaron Berger, and has interests in Pueblo Broadcasting Corp., licensee of KXLN-TV Rosenberg, Tex. KOZN adult contemporary format on 99.3 mhz with 3 kw and ant. 200 ft.

FLOW CHARTED

The average cash flow margin for a TV network affiliate was 38.1%, according to the *1990 Television Financial Report* prepared by the National Association of Broadcasters and the Broadcast Cable Financial Management Association. The study also found that the average margin for affiliates was more than twice that for independent stations (13.6%).

CANADIAN BUYS

Heritage Media Corp. subsidiary, ActMedia, said it purchased last week Something Else Marketing Ltd., a Toronto-based in-store advertising firm. Heritage also said ActMedia made an investment "to potentially obtain a controlling interest" in Supermarket Visions Ltd., an in-store U.K.-based firm. The consideration was not disclosed for either transaction.

FOR SALE

Southwestern AM/FM with Cash Flow
$13.5 Million

Central Pennsylvania AM/FM
$6 Million

Ohio AM/FM
$6 Million

Eastern U.S. CBS TV Affiliate
Under $20 Million

For additional information, contact Ted or Todd Hepburn

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Todd Hepburn, Vice-President
P.O. Box 42401, Cincinnati, Ohio 45242
(513) 791-8730

Heinz

Continued from page 55.

ter basis, will consist of 14 hours of programs as well as vignettes and support material, including public service announcements, all produced at WCVB-TV, the Hearst flagship station.

The programs will include a lead-off one-hour special, followed by two one-hour and three half-hour dramas, a one hour *American Family Quiz*, three one-hour documentaries exploring family issues and 12 half-hour *Family Portraits* examining the diversity of the American family.

According to William Kunkel, senior vice president, Hearst Entertainment Distribution, Heinz will buy all of the available national barter time in the package, which includes four minutes in the hour programs and three minutes in the half-hour programs. In addition, stations will be required to carry a certain amount of 30-second vignettes per week, about half of which Heinz will sponsor nationally and half which stations can sell locally.

The package is similar to one Hearst launched a year ago called *Great Expectations*, which focuses on education. The main difference is that *Expectations*, cleared in about half the country, was sold for cash. All six Hearst stations, covering about 8% of the country, will carry the *Family Works* package.

The *Family Works* project will be a priority for Hearst at NATPE in January, said Kunkel. In addition, the company will be selling a new package of made-for-TV movies produced by Hearst Entertainment Productions (formerly King-Phoenix Entertainment). The package will include 10 or 12 titles, including *Prince of Bel Air*, and *Thompson's Last Run*.

Each title in the new package will have a single run over a one-month window, said Kunkel, with an 8 minute national, 16 minute local barter split. "There's a lot of barter in the market, which is why we've reduced the national portion in this package," said Kunkel. "We're saying, let's let the station be creative in how they make their money. We owe stations the opportunity to make the best return they can."

Kunkel also said Hearst would decide in the next few weeks whether or not to launch a proposed new strip and a new weekly program for syndication next fall. Hearst will continue to sell the first 26-episode cycle of *Neon Rider*, a weekly drama, at NATPE. In the October Nielsens, the show averaged a 1.9 household rating and a four share. No word yet on whether the show will be renewed. -SM

Week 10 RATINGS ROUNDUP Nov. 19–Nov. 26

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	22.5/36	C	60 Minutes
2		20.6/33	A	Movie Spec : 'IT', Pt.2
3	▲	18.2/30	A	Monday Night Football
4	▲	18.1/27	A	Amer. Funniest People
5	▲	17.9/26	A	Amer. Funniest Videos
6	▲	17.8/26	C	Murder, She Wrote
7	▲	17.7/26	C	Murphy Brown
8	▲	17.6/26	C	Designing Women
9	▲	17.5/31	N	Golden Girls
10	▼	17.4/31	N	Empty Nest
11		16.1/27	A	Movie Spec.: C. Dundee
12	▼	16.0/31	N	Cheers
12	▲	16.0/25	N	Matlock
14	▲	15.3/27	A	Full House
15	▲	15.2/24	A	Who's the Boss?
16	▲	15.1/23	C	Major Dad
17	▲	15.0/23	A	Head Of The Class
17	▲	15.0/23	N	Heat Of The Night
17	▼	15.0/25	N	Unsolved Mysteries
20	▲	14.9/26	A	Family Matters
21	▲	14.6/23	N	Movie: In The Line/Duty
21	▲	14.6/23	C	Rescue: 911
23	▲	14.5/21	F	Married...With Children
24	▲	14.1/27	N	Carol & Company
25	▲	13.2/20	N	Fresh Prince Of Bel Air
26	▼	13.1/21	A	Movie: I'll Take Romance
27		12.9/20	C	Evening Shade
27		12.9/24	N	Super Bloopers/Jokes
29	▲	12.8/21	A	Macgyver
29		12.8/20	F	Married/Children Spec.
31		12.6/22	N	Movie: Perry Mason
31	▲	12.6/24	A	20/20
33	▲	12.5/20	C	Planes, Trains and Autos
33	▲	12.5/22	A	Perfect Strangers
35	▼	12.3/25	N	A Different World
36	▲	12.1/18	F	In Living Color
37	▼	11.9/24	F	The Simpsons
37		11.9/21	C	Trials Of Rosie O'Neill
39	▼	11.6/23	N	Cosby Show
40		11.3/18	C	Motown 30
41		11.2/20	C	Circus Of The Stars XV
42	▼	10.9/17	N	Movie:Thanksgiving Day
43	▼	10.8/21	N	Grand
44	▲	10.7/18	N	Law And Order
45		10.6/21	N	American Dreamer
45	▲	10.6/20	C	Dallas
47	▲	10.5/19	A	Going Places
48	▲	10.2/18	N	Night Court
49		10.1/19	A	College Football Spec.
50	▲	9.7/15	A	Life Goes On
51		9.5/20	C	Face To Face w/ C. Chung
52	■	9.1/16	C	Broken Badges
52	▲	9.1/18	A	Father Dowling
52		9.1/14	N	Parenthood Spec.
55	▼	9.0/19	N	L.A. Law
56	▲	8.7/16	N	Wings
57		8.6/16	N	Main Event
57		8.6/14	C	Muppets Clbrt Henson
59	▲	8.5/13	F	Get A Life
59		8.5/15	N	Penn & Teller:Don't Try
61		8.2/15	C	Over My Dead Body
61	▲	8.2/17	A	Primetime Live
63	▲	7.9/14	F	America's Most Wanted
64	▲	6.9/12	C	Bagdad Cafe
64	▲	6.9/14	C	Wiseguy
66		6.7/11	F	Comic Strip Live
66	▼	6.7/13	C	Flash
68	▲	6.3/10	F	Parker Lewis
69		6.2/13	C	Primetime Pets Spec.
69	▲	6.2/10	F	True Colors
71	▼	6.1/12	C	Doctor, Doctor
72		6.0/12	F	Babes
72		6.0/9	F	Movie: Hairspray
74		5.9/11	A	Cop Rock
75	▲	5.8/10	F	Cops
75		5.8/10	F	Cops Spec.
75	▲	5.8/10	C	Uncle Buck
78		5.4/8	N	Movie:Pigeons Go To Die
79		5.3/10	F	Totally Hidden Video
80	▲	4.1/8	F	Beverly Hills, 90210
81	▲	3.8/7	F	Against The Law
81		3.8/7	F	Haywire

FOR THE RECORD

As compiled by BROADCASTING from Nov 22 through Nov 28 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes item: refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **WJHO(AM) Opelika, AL** (BAL901113EA; 1400 khz; 1 kw-U)—Seeks assignment of license from Opelika-Auburn Broadcasting Co. Inc. to Sun Broadcasting Co. Inc. for $50,000. Seller is headed by John E. Smollon; Helen Ferguson Zachry and Miles Ferguson Jr., sister and brother; Thomas D. Samford III, William Samford and Aileen Samford Wapole, brothers and sister, and Yetta G. Samford (a distant cousin) and C.C. Torbert, who has no other broadcast interests. Buyer is headed by John W. Rice and Stephen D. Benson. Filed Nov. 13.

■ **WJDB-AM-FM Thomasville, AL** (AM: BAL901113HP; 630 khz; 1 kw-D; FM: BALH901113HQ; 95.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from WJDB Radio Inc. to Griffin Broadcasting Corp. for $375,000. Seller is headed by Cecil E. and Percey T. Goodreau, husband and wife, and has no other broadcast interests. Buyer is headed by W. Ivey Griffin. Filed Nov. 13.

■ **KYAX(FM) Alturas, CA** (BTCH901030EB; 94.5 mhz; 100 kw; ant. 106 ft.)—Seeks assignment of license from Robert W. Hansen to Richard L. Hansen for $1 in transfer of stock, and includes KCNO(AM) Alturas, CA. Seller and buyer are brothers and have interests in KCNO Inc., the licensee. Filed Oct. 30.

■ **KOZN(FM) Imperial, CA** (BALH901030GR; 99.3 mhz; 3 kw; ant. 200 ft.)—Seeks assignment of license from KOZN-FM 99 Ltd. to Acacia Amusement Corp. for $250,000. Seller is headed by Richard M. Kipperman, bankruptcy trustee, and has no other broadcast interests. Buyer is headed by Alfonso C. Pena and Aaron Berger, and has interests in Pueblo Broadcasting Corp., licensee of KXLN-TV Rosenberg, TX. Filed Oct. 30.

■ **WCNU(AM) Crestview, FL** (BAL901102EF; 1010 khz; 10 kw-D 84 w-N)—Seeks assignment of license from Gulf Shores Broadcasting Co. to Ashley Norman Davis Jr. for $150,000. Seller is headed by Jerry W. Milligan Sr., Carroll D. Caldwell and Janice A. Milligan, and has no other broadcast interests. Buyer owns LPTV W24AM Defuniak Springs, FL and CP for LPTV ch. 14, Luverne, AL. Filed Nov. 2.

■ **WINM(TV) Angola, IN** (BALCT901109KG; ch. 63; 5000 kw-V; ant. 499 ft.)—Seeks assignment of license from Tri-State Broadcasting Corp. to Tri-State Christian TV for $400,000. Seller is headed by Paul E. Paino, and Paul C. and Phillip C. Paino, his sons, and has no other broadcast interests. Buyer is headed by Garth W. and Christina Coonce, husband and wife, and Julie A. Nolan and Victoria M. Clark, their daughters, and is licensee of WTCT(TV) Marion, IL; WAQP(TV) Saginaw, MI, and WNYB-TV Buffalo, NY. Filed Nov. 9.

■ **KKLO(AM) Leavenworth, KS** (BAL901109EA; 1410 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from KKLO Inc. to [illegible] Wodlinger for $10 and assumption of seller's liabilities. Seller is headed by Kevin M. Wodlinger, Stephen R. Wodlinger and Michael H. Wodlinger, all brothers, and it owns Wodlinger Broadcasting Co. of Naples Inc., licensee of WIXI(FM) Naples Park, FL. Kevin M. Wodlinger owns all stock of Monett Communications Inc., licensee of KRMO(AM)-KKBL(FM) Monett, MO, and is permittee of new FM in Cassville, MO. Buyer has no other broadcast interests. Filed Nov. 9.

■ **WQXY(AM) Hazard, KY** (BTC901113EB; 1560 khz; 5000 kw-V; ant. 499 ft.)—Seeks assignment of license from Black Gold Broadcasting Partnership to Black Gold Broadcasting Inc. in transfer of stock. Transferor is headed by John E. Edwards and has no other broadcast interests. Transferee is headed Ed-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [3]	TOTAL *
Commercial AM	4,978	246	5,224
Commercial FM	4,357	906	5,263
Educational FM	1,435	296	1,731
Total Radio	10,770	1,448	12,218
Commercial VHF TV	552	18	570
Commercial UHF TV	560	184	744
Educational VHF TV	125	3	128
Educational UHF TV	228	18	246
■ Total TV	1,465	223	1,688
VHF LPTV	179	165	344
UHF LPTV	578	1,074	1,652
■ Total LPTV	757	1,239	1,996
FM translators	1,847	302	2,149
VHF translators	2,731	114	2,845
UHF translators	2,239	400	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.